



City of Long Beach

Rebuilding Stronger, Smarter, Safer



Council for the Arts: Artist Engagement Results

Local artists were invited to an Artist Engagement Meeting on December 9th, 2014 led by Sustainable Long Island to solicit feedback on the establishment of a Council for the Arts. This one page summary illustrates what will be presented at the February 3rd, 2015 City Council Meeting as a result of the artist engagement meeting.

Overview

Three dominant desires for the future of art in Long Beach
Community Space • Public Art • Collaboration

Objective

The objective for the Council for the Arts is to encourage artistic awareness and to enhance the cultural environment of the City of Long Beach through the promotion of all media of the arts. The Council's goal is to promote the arts, education about the arts, increase the display of art in public spaces and promote collaboration amongst the various arts organizations.

Vision

What are the first three words that come to mind when you think of an Arts Council?

Community Space • Public Art • Education • Creativity • Community

Proposed additions or changes to the objective.

Community Space for art • Collaboration among arts community • Include Long Beach Schools and Businesses • Promotion and Awareness of Arts in Long Beach • Promote and enhance diversity

What characteristics/experience/skills make a Successful Arts Council person?

Experience/knowledge in the arts • PR/Marketing/Advertising Experience • Fundraising knowledge/ability • Inclusive/open minded/diverse • Local resident or business owner • Plenty of free time • Strong leadership skills • Artist • Educator • Business interest • Grant writer/fundraiser • PR/Marketing/Communications • Young Adult • City Liaison • Knowledge/experience in Arts • Diversified Age Group • Networker • Music • Theatre

Programs, Projects & Initiative Ideas

Establish a Permanent Venue for the Arts • 2 day festival • First Fridays • Fundraising gala • Beautification of local businesses • Sand sculpture festival • Cohesive public channel • Integrate arts in schools

Education & Awareness Initiatives

Social Media/Website • Promotion on City homepage • Bulk mailing • Advertise local papers • Involve schools • Robo-calls • Newsletter • Launch event • Banners & Signage • Flyers • Boardwalk Show • Special Offer Email/Text • Announcement at Public Events • Advertise Outside of Long Beach • Mobile Application • Art Happenings List



Measuring Success

Amount of attendees at an event • Amount of funds raised • Number of events held over a period of time • Number of likes on Facebook • Public Art • Participation • Public Feedback • Public Space

City Council: Anthony Eramo, President • Len Torres, Vice President • Fran Adelson • Eileen J. Goggin • Scott J. Mandel

City Manager: Jack Schnirman

City of Long Beach

Council for the Arts



Application*

Name : _____

Date: _____

Announcement

The City of Long Beach is seeking submissions for positions on the Council for the Arts to launch an innovative and effective organization that will “*encourage artistic awareness, enhance the cultural environment of Long Beach, promote all media of the arts, arts education, and collaboration, increase the display of public art, pursue dedicated art space, foster creativity and engage the community in the arts*”, among other objectives to be set by the formed Arts Council.

Description

The City of Long Beach is looking for qualified candidates to voluntarily serve on the Council for the Arts. As a newly formed Arts Council, time dedication is important as well the unique skills of its members that contribute to its effectiveness and success. These skills include but are not limited to financial, legal, marketing, secretarial, fundraising, and grant writing experience. A strong arts council member would also have a proven track record in local collaborative art projects.

Requirements

Arts Council members will be expected to have a significant time commitment, dedicating 2-3 hours per month for meetings as well as additional hours for project follow-through. The Arts Council will be expected to establish by-laws and a 501-c-3, grant write and fundraise to support Arts Council activities, and collaborate with local artistic organizations and other relevant stakeholders on projects.

Please check all that are appropriate:**

Qualifications and Experience:

- | | | |
|---|--|---|
| <input type="checkbox"/> Experience/knowledge in the arts | <input type="checkbox"/> Grant Writing/Fundraising knowledge and ability | <input type="checkbox"/> Able to dedicate time |
| <input type="checkbox"/> Marketing/promotion/advertising | <input type="checkbox"/> Open-minded and inclusive | <input type="checkbox"/> Local resident |
| | | <input type="checkbox"/> Strong leadership skills |

Potential Arts Council Member Characteristics:

- | | | |
|--|--|---|
| <input type="checkbox"/> Artist | <input type="checkbox"/> Strong communication skills | <input type="checkbox"/> Experience in Arts |
| <input type="checkbox"/> Educator | <input type="checkbox"/> Grant writer/fundraiser | <input type="checkbox"/> Accountant |
| <input type="checkbox"/> Business person | <input type="checkbox"/> PR & Marketing | <input type="checkbox"/> Legal aid |
| | | <input type="checkbox"/> Other _____ |

Please send this application with a Cover Letter and Resume to citymanager@longbeachny.gov. In your cover letter, please detail your proposed dedication to the Arts Council elaborating on how you are a good candidate to meet the objectives and explain the role you envision yourself playing. Please return by **February 25th, 2015**. If there any questions, please do not hesitate to email mporter@longbeachny.gov.

*Formulated based upon Artist Engagement Meeting Results

**The following qualifications and experiences as well as potential arts council member characteristics are reflective of Sustainable Long Island's artist engagement meeting results

October 7, 2014

Item No. 1
Ordinance No. 2093/14

The following Ordinance was moved by Ms. Goggin
and seconded by Ms. Adelson :

ORDINANCE TO AMEND THE CODE OF ORDINANCES
OF THE CITY OF LONG BEACH RE: TO RE-ESTABLISH
A COUNCIL FOR THE ARTS.

BE IT ENACTED, by the City Council of the City of Long Beach, New York, as
follows:

Sec.1. Chapter 2, Article VII, Division 10, of the Code of Ordinances of the City
of Long Beach, as heretofore amended, shall be and the same is hereby added to said Article and
amended to read as follows:

....

“DIVISION 10. COUNCIL FOR THE ARTS.

Sec. 2-250. Objective.

The objective of the Council for the Arts is to encourage artistic awareness
and to enhance the cultural environment of the City of Long Beach through the promotion of all
media of the arts. To promote the arts, education about the arts, increase the display of art in
public spaces and promote collaboration amongst the various arts organizations.

Sec. 2-251. Creation, composition and administration.

(a) There is hereby created and established a Council for the Arts for the City of
Long Beach.

(b) The Council for the Arts shall be comprised of nine (9) members who shall be
appointed by the City Manager. The members of the Council shall consist of representatives
from all disciplines of the arts community active within the City and one employee liaison from
the City. The chairperson of the Council shall be selected by the City Manager.

Sec. 2-252. Term of members; filling vacancies.

The members of the Council shall be appointed for a term of two (2) years and shall serve
without salary at the pleasure of the City Manager. In the event that a vacancy occurs other than
by the expiration of a term of office, the City Manager may appoint a member to the Council to
serve for the duration of the unexpired term.

Sec. 2-253. General duties of the Council.

(a) To advise, assist and make recommendations to the City Manager and the City
Council in developing new art programs, cultural activities and initiatives to enhance the arts
within the City for the enjoyment of the general public.

(b) To promote public awareness of resources and educational programs available
through local art organizations for the enjoyment of all residents and visitors of the City.

October 7, 2014

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Item No. 1

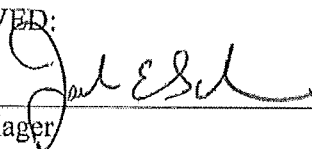
Ordinance No. 2093/14

Sec. 2-254. Meetings.

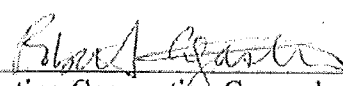
The Council for the Arts shall meet once a month and shall keep accurate records of each meeting. Any recommendations resulting from those meeting shall be presented to the City Manager and to the City Council."

Sec. 2. This Ordinance shall take effect immediately.

APPROVED:


City Manager

APPROVED AS TO FORM & LEGALITY:


Acting Corporation Counsel

VOTING:

Council Member Adelson - AYE

Council Member Eramo - AYE

Council Member Goggin - AYE

Council Member Torres - AYE

President Mandel - AYE